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How to capture a Millennial Audience

01
What is a Millennial?

19 - 36 YEARS OLD

The most educated generation

76% own a smartphone

90% use social network sites

83% sleep with their smartphone

02
Millennials LOVE Visual Content

9/10 use a digital camera

81% post their photos on the Internet

55% say they have posted a selfie online

Facebook & Instagram are the most popular apps for this generation

25% of 18-29 year-old use Snapchat

1 in 3 Pinterest users is a female Millenial

03
How to Engage Millennials with Visuals

A Aesthetics and Creativity Matter

- Use good design & take good photos
- Use dynamic stimuli & bright colors
- Try video animations & filters on images
- Surprise them with unconventional or unexpected content
- Be authentic, creative and distinct

B Capture Their Attention

- Graphics and visuals work instantly
- Get to the point quickly and make it interesting
- Once you have their attention, don't stop!
- Keep the convo going through deals, newsletters & more

C Create a Social Connection

- Engage & ask for feedback
- Listen & respond to feedback when it comes
- Make them feel involved in your brand
- Speak directly to them as individuals, not in general terms
- Maintain a Facebook presence, but don't let it be your only social presence
- Invest time in Pinterest and Instagram
- Build expertise in visual marketing

Sources
NBCNews // Nielsen Reports 2013-2014 // MillennialMarketing.com // JWT Intelligence // Netbase.com // PEW Research CenterAdAge.com
Barkley // Hubspot // Royal.Pingdom.com

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